



Success Story

PRESS OFFICE

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Metro Mail and Printing “Taking Care of Business and People”

BIRMINGHAM – Vanda Holt is President and majority owner of Metro Mail and Printing, Calhoun County’s oldest and largest direct mail marketing firm. The company has customers throughout the southeastern United States. They provide printing and mailing services for businesses and individuals who need to get their messages out to potential consumers. Over the past few years, Metro Mail has more than quadrupled in size and volume.

In 1995, Vanda was intrigued by the chance to buy a small, family owned business—Metro Mail Services, Inc. Though personally experienced in business marketing, this was a new area for her, but she realized the business was only an opportunity for the “right person.”

In 1998, she received certification as a Certified Mail Consultant for Pitney Bowes.

Vanda later sought the assistance of the Jacksonville State University’s Small Business Development Center in expanding marketing opportunities through contracting sales. The Center provided assistance in obtaining woman-owned business certification, access to capital and responding to solicitations.

Vanda and her team have built a solid, high performance business with an approach that focuses on building and maintaining relationships. She is an innovative, proactive, determined business owner who also teams with her customers so that together they can secure the maximum business savings in terms of dollars and employee labor on their standard mail needs. She contributes her success to her customers and employees.

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